TECHNOLOGIES FOR WORSHIP ®

MEDIA KIT 2020

TECHNOLOGIES FOR WORSHIP 2020

AT A GLANCE

TECHNOLOGIES FOR WORSHIP MAGAZINE

- 57,203 churches read Technologies for Worship Magazine
- Twelve issues a year
- read by church sound technicians, lighting designers, media technicians, broadcast teams, lead pastors and volunteers
- Interactive, media rich print campaigns available via LAYAR, which can include videos, product slideshow, instant website access
- Print advertising also included in the digital issue
- All digital issues are archived, so your brand continues to make an impact monthly after publication
- Open-source Digital magazine averages 41,555 readers per month in 102 countries

TFWM DOT COM

- First on Google when searching for "worship technology"
- Over 20,200 unique visitors per month on average
- 55,107 monthly page views
- Mobile-friendly site features new banner sizes
- Media partners can load their own press releases and images
- YouTube videos can also be included with installs, product and industry news releases
- 9000+ opt-in email addresses fully comprised of users and purchasers in the worship community
- Open rate average over 15%
- Click-thru rate that averages 5.56%
- Follows all CAN-SPAM and GPDR rules and regulations

CUSTOMIZED SURVEYS

- Customized marketing efforts and strategies
- Obtain first-hand information from end users

Over the years, The Light Source has had a great relationship with Technologies for Worship Magazine. The staff has not only taken a personal interest in our company, but Darryl has visited our manufacturing facility so that he can have a better understanding of what we do. When we began advertising with TFWM, our LED sales increased. We frequently get favorable comments from people who subscribe to the magazine and see our ads. We are so convinced that TFWM is a great advertising resource that we run not one, but two ads in each issue!
Thank you,

Joyce Von Fange • The Light Source

TECHNOLOGIES FOR WORSHIP® 2020

MAGAZINE: PRINT

EDITORIAL OPPORTUNITIES FOR OUR ADVERTISERS

Technologies for Worship Magazine offers a variety of editorial opportunities for our advertisers. Whether you have been a vital part of the house of worship market for a while now, or are a new company looking to make an impact, we have the right solution for you.

PEER PRODUCT REVIEWS: written by houses of worship for houses of worship, these practical reviews showcase how your product is being used, why it was the best solution for the reviewers needs, what was involved in training volunteers to use it effectively, etc.

OUT OF THE BOX: if you have a new product you are looking to introduce, important to the house of worship, Out of the Box offers a preview of the product, including specs, and includes a shipping date.

CHURCH TECHNOLOGY SPOTLIGHT: our monthly feature article, the Tech Spotlight showcases a house of worship and how they are using different technologies to grow and augment their ministry. Bylined by the church, the Tech Spotlight includes a complete gear list and a Q&A with the integrator.

CASE STUDIES: these problem/ solution case studies are told from two different points of view – the house of worship looking to find a reliable solution for a specific issue, and the installer and/or manufacturer who provided that solution.

THOUGHT LEADERSHIP: educational, brand-agnostic articles provide opportunities for your company to establish itself as a thought leader in the house of worship tech space.

INSTALLS: featuring recent installations at a house of worship, installs showcase viable solutions for ministry and highlight how other churches are implementing new gear.

PRODUCT SHOWCASE: our monthly product news section features a product image, name and url of new products we feel will make an impact with our readers.

Q&A OPPORTUNITIES: running in our digital magazine, our manufacturer Q&A's allow you to showcase new and current products and discuss why your brand is a reliable choice for houses of worship.

IMAGE CAROUSELS AND VIDEOS: using LAYAR, an augmented reality app, allows you to turn any printed page into a media-rich experience. We can add image carousels and videos to any article, install, tech spotlight or review.

For 27 years, Technologies for Worship Magazine has been the go-to educational resource for houses of worship of all sizes. Readers spend more time with our magazine, which means the retention value for your advertising message has increased. With our Out of the Box product previews and Case Studies, the continued popularity of our Peer Reviews, Church Tech Spotlights, installs and Q&A's, and the growth of our augmented reality LAYAR app, Technologies for Worship offers more editorial opportunities to our advertisers than ever before.

WHO READS TFWM?

- Church sound engineers
- Consultants
- Contractors
- Integrators
- Lead pastors
- Media teams
- Production coordinators
- Tech Teams
- Videographers
- Volunteers
- Worship lighting engineers
- Worship pastors
- Worship teams

TECHNOLOGIES FOR WORSHIP® 2020

AD DEADLINES+
Bonus Distribution

ISSUE	SPACE DEADLINE	MATERIAL DEADLINE	STREET-DATE	BONUS DISTRIBUTION
JANUARY	1/15/2020	1/17/2020	1/30/2020	
FEBRUARY *(Digital Only)*	2/4/2020	2/6/2020	2/10/2020	
MARCH	2/26/2020	2/28/2020	3/9/2020	USITT
APRIL	3/25/2020	3/27/2020	4/10/2020	NAB
MAY	4/22/2020	4/24/2020	5/11/2020	InfoComm, FILO, Cine Gear LA
JUNE	5/23/2020	5/25/2020	6/12/2020	Summer NAMM
JULY	6/23/2020	6/25/2020	7/10/2020	
AUGUST *(Digital Only)*	7/28/2020	7/30/2020	8/5/2020	
SEPTEMBER	8/25/2020	8/27/2020	9/10/2020	LDI, WFX, Cine Gear Atlanta
OCTOBER	9/22/2020	9/24/2020	10/8/2020	AES, Rocky Mt. AV Expo
NOVEMBER	10/27/2020	10/29/2020	11/9/2020	
DECEMBER	11/24/2020	11/26/2020	12/10/2020	Winter NAMM

Technologies for Worship Magazine are incredibly easy to work with. They are constantly working on different ways to creatively expand our exposure to the house of worship market via editorial and advertising impact, in ways that are organic and impactful for their readers. I enjoy working with them, and consider them not only strong media partners but allies as well.

*Darius Seabaugh • Sr. Vice President Marketing, ACT Lighting*

TECHNOLOGIES FOR WORSHIP® 2020
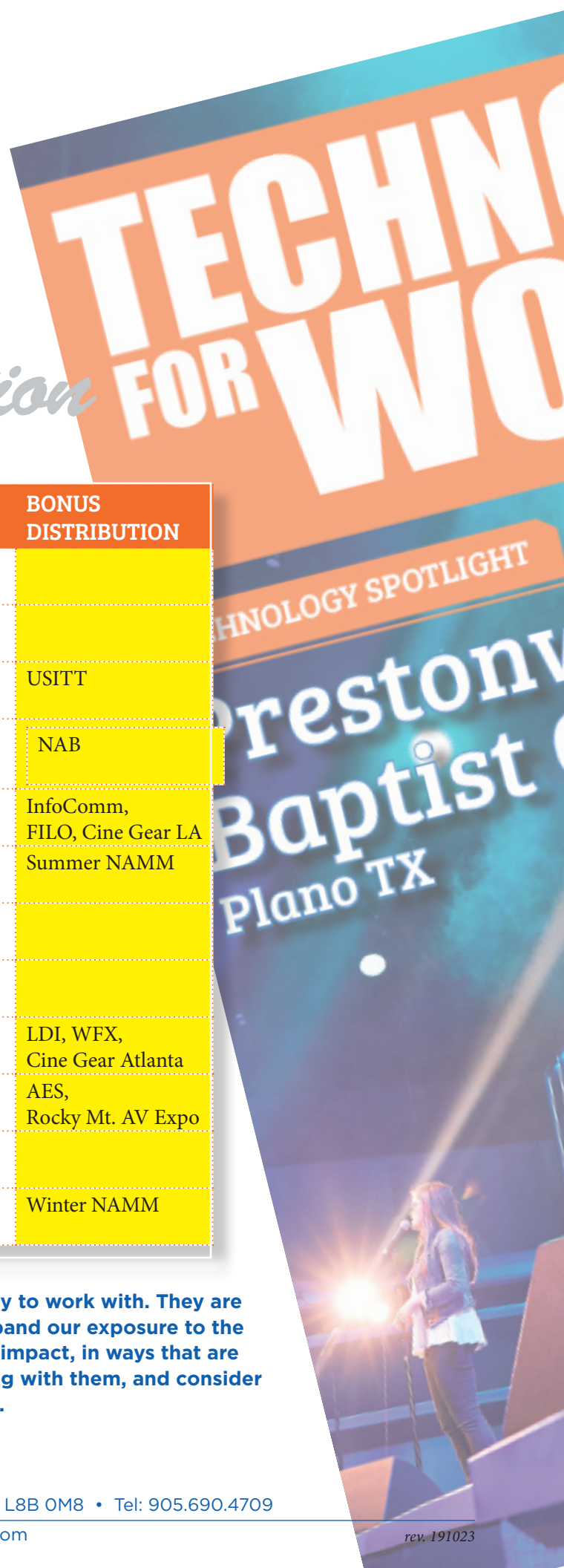
AD RATES

All rates are net USD.

FREQUENCY	1X	3X	6X	10X
Full page	$2235	$2070	$1920	$1785
2/3 page	2005	1870	1720	1585
1/2 page	1870	1720	1585	1440
1/3 page	1670	1535	1420	1240
1/4 page	1520	1385	1240	1100
1/6 page	1100	1020	965	875

AD MECHANICALS

Space Unit	Width & Depth
Page bleed (untrimmed):	$8^{5/8}$″ x $11^{1/8}$″
Trim Size:	$8^{3/8}$″ x $10^{7/8}$″
Live Matter:	7″ x $9^{1/2}$″
2/3 page (bleed)	$5^{1/2}$″ x $11^{1/8}$″
2/3 page	$4^{3/4}$″ x $9^{1/2}$″
1/2 page vertical	$3^{1/2}$″ x $9^{1/2}$″
1/2 page vertical (bleed)	$4^{1/4}$″ x $11^{1/8}$″
1/2 page horizontal	7″ x 5″
1/2 page horizontal (bleed)	$8^{5/8}$″ x $5^{7/8}$″
1/2 page island	$4^{3/4}$″ x 7″
1/3 page (square)	$4^{3/4}$″ x 5″
1/3 page vertical	$2^{1/4}$″ x $9^{1/2}$″
1/3 page vertical (bleed)	$3^{1/8}$″ x $11^{1/8}$″
1/3 page horizontal	7″ x $3^{3/8}$″
1/3 page horizontal (bleed)	$8^{5/8}$″ x $3^{5/8}$″
1/4 page	$3^{1/2}$″ 5″
1/4 page horizontal	7″ x $2^{1/4}$″
1/6 page (vertical only)	$2^{1/4}$″ x $4^{3/4}$″
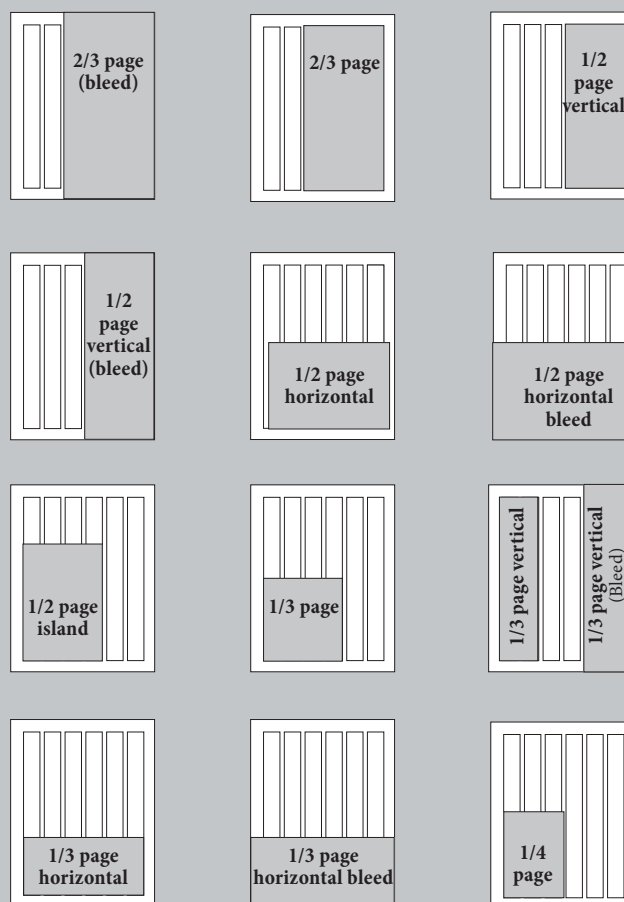
TFWM will accept press-ready, high resolution PDF files* via FTP upload or Email (size permitting)

* Be sure to convert all Spot colors to Process CMYK before creating the PDF

FTP TRANSFER INFORMATION:
Send files to TFWM using LoadingDock online:
www.kimhunt.loadingdock.ca

TECHNOLOGIES FOR WORSHIP 2020

MAGAZINE: DIGITAL

Available on multiple platforms
(computer, tablet, smartphone)

Sharable through social media via the accessible tool bar at the top of the magazine desktop.

MAXIMIZE YOUR ADVERTISING IMPACT WITH THE FOLLOWING:

- *VIDEO PLACEMENT*
- *DIGITAL BELLYBAND*
- *FLY-INS*
- *SLIDESHOWS*
- *SKYSCRAPER AND BANNER ADS*
- *POP UP AD CARD*
- *IFRAMED DYNAMIC WEB SITE*
- *ANIMATED ADS*
- *AUDIO*
- *LIVE LINKS*
- *FLASH ANIMATIONS*

42,203
READERS, MONTHLY

OVER
1,125,000
IMPRESSIONS
PER ISSUE

OUR DIGITAL EDITION IS ALSO:

Keyword searchable

Downloadable as individual pages or full issue PDFs

Archived and can be viewed long after the issue date

TECHNOLOGIES FOR WORSHIP® 2020

AD RATES
Magazine Digital

All rates are net USD.

FREQUENCY	1X	3X	6X	10X
Full page	$1255	$1215	$1160	$1024
2/3 page	1030	970	930	855
1/2 page	950	890	855	780
1/3 page	865	770	745	670
1/4 page	710	645	620	550

AD MECHANICALS

USE SAME SIZES AND SPECS AS FOR PRINT MAGAZINE

FILE SPECS FOR ADDED ANIMATION

Animations:

SWF (frame rate must be 50fps, please make files compatible with flash version 9+) SWF files that exceed 1Mb in size may download slowly in the reader, and may cause the reading / interactivity performance in the reader to become degraded. SWF files containing large, high-quality images or high amounts of vector shapes (including extremely complex shapes) may also cause this issue.

Image size:

Images must be less than 2000 pixels in width or height.

Colour format:

Please ensure all uploaded images are in RGB format.

* Maximum file size: 40Mb

TECHNOLOGIES FOR WORSHIP® 2020

AUDIO *Editorial*

JANUARY
MICROPHONES – Microphone Trouble Shooting
AUDIO GENERAL – Audio in Architecture
AUDIO CONSOLES – Renting vs. Owning
LOUDSPEAKERS – Is It Time to Purchase a New Sound System
INTERCOMS – Transitioning to the Next Level

FEBRUARY
MICROPHONES – Understanding Basic Mic Specs
AUDIO GENERAL – Minimizing Audio Clutter on Your Portable Stage
AUDIO CONSOLE – Choosing a Mixer for Your Portable Church
LOUDSPEAKERS – Maximizing Portable Church Sound
INTERCOMS – Best Systems for Portable Use

MARCH (USITT ISSUE)
MICROPHONES – Getting the Most from your Mic Placement
AUDIO GENERAL – Using In-Ears
AUDIO CONSOLES – Understanding Digital Features
LOUDSPEAKERS – Understanding Zones and DSP
ASSISTIVE LISTENING – Assistive Listening on Your Smart Phone
INTERCOMS – Choosing the Right Intercom Headset

APRIL (NAB ISSUE)
MICROPHONES – Microphone Cleaning and Maintenance
AUDIO GENERAL – Different Types of Sound Systems
AUDIO CONSOLES – Mobile Device Mixing
LOUDSPEAKERS – Minimum Requirements for Maximum Sound
ASSISTIVE LISTENING – AL Roundup

MAY (INFOCOMM ISSUE)
MICROPHONES – Understanding Feedback
AUDIO GENERAL – How Acoustic Design Effects Audio
AUDIO CONSOLES – How Many Mixers?
LOUDSPEAKERS – PA Systems
ASSISTIVE LISTENING – The Importance of Assistive Listening

JUNE
MICROPHONES – Wireless - What's Going On
AUDIO GENERAL – Audio Troubleshooting
AUDIO CONSOLES – Choosing the Right Mixer for Your Channel Count
INTERCOMS – Understanding Matrix Systems

JULY
MICROPHONES – Different Types of Mics and Their Uses
AUDIO GENERAL – Personal Stage Monitors - Yes or No?
LOUDSPEAKERS – Repurposing Your Old System
ASSISTIVE LISTENING – Hearing Loops

AUGUST (MANUFACTURER HOW-TO ISSUE)
MICROPHONES – How to Properly Use a Microphone
AUDIO GENERAL – How to Achieve a Wireless Stage
LOUDSPEAKERS – How to Network Your System
INTERCOMS – Training Your Volunteers

SEPTEMBER (LDI ISSUE)
MICROPHONES – Miking Your Christmas Production
AUDIO GENERAL – Digital Signal Flow from A-Z
AUDIO CONSOLES – FOH for Small, Medium & Large Churches

OCTOBER
MICROPHONES – Microphone Roundup
LOUDSPEAKERS – Choosing the Best System for Your Space
ASSISTIVE LISTENING – Closed Captioning and Assistive Listening
INTERCOMS – When Is It Time to Upgrade?

NOVEMBER
AUDIO GENERAL - FOH Roundup
AUDIO GENERAL – Common Audio Standards
AUDIO CONSOLES – Is Analog Still a Viable Option?
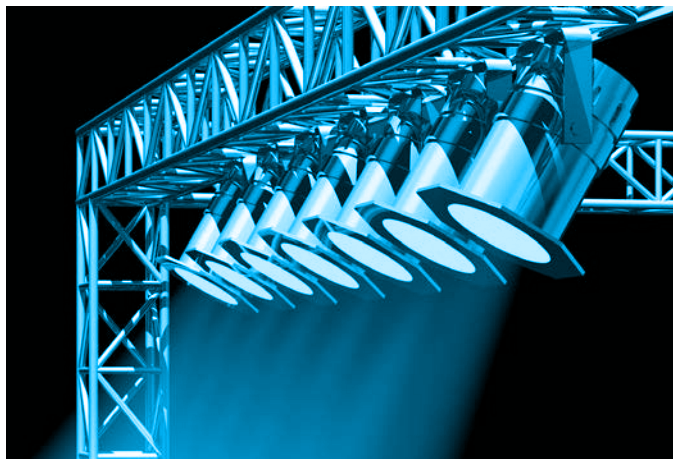**LOUDSPEAKERS –** How Long Should Your Loudspeaker System Last?

DECEMBER (NAMM ISSUE)
MICROPHONES – Headset and Lavalier Mics
AUDIO GENERAL – Digital Audio Networks
LOUDSPEAKERS – Loudspeaker Roundup
INTERCOMS – Multisite Intercom

TECHNOLOGIES FOR WORSHIP® 2020

LIGHTING Editorial

TECHNOLOGIES FOR WORSHIP® 2020

VIDEO & BROADCAST
Editorial

JANUARY
VIDEO WALLS – How Much is Too Much Future Proofing?l
CAMERAS – When Should You Consider a Jib?

FEBRUARY
VIDEO GENERAL – Are You Properly Insured?
STREAMING – Building a Sense of Community Across Multisite & Portable
SCREENS AND PROJECTION – Throw Projection

MARCH (USITT ISSUE)
VIDEO WALLS – Interactive Video Display
SWITCHERS/SCALERS/CONTENT DELIVERY – Converting Content for Multiple Types of Display Format
CAMERAS – The Latest in Broadcast Cameras
SCREENS AND PROJECTION – IMAG Does and Don't's

APRIL (NAB ISSUE)
CAMERAS – POV Cameras and Placement
STREAMING – Streaming Tips

MAY (INFOCOMM ISSUE)
VIDEO GENERAL – The Right Tools for Content Design
VIDEO WALLS – Using Video Walls in Lighting Design
SWITCHERS/SCALERS/CONTENT DELIVERY – Content Management Systems
CAMERAS – Understanding Camera/Shooting Terminiology
STREAMING – Streaming Platforms
SCREENS AND PROJECTION – Projector Maintenance

JUNE
VIDEO GENERAL – Planning Your Post-Production Workflow
CAMERAS – Creating Music Videos
STREAMING – Streaming Solutions

JULY
VIDEO WALLS – Maximizing Your Video Display
CAMERAS – Shooting Promos and Commercials

AUGUST (MANUFACTURER HOW-TO ISSUE)
SWITCHERS/SCALERS/CONTENT DELIVERY – Explaining Sender Traffic Shaping
CAMERAS – How to Train Your Camera Volunteers
STREAMING – Syncing Your Stream
SCREENS AND PROJECTION – Environmental Projection How-To

SEPTEMBER (LDI ISSUE)
VIDEO GENERAL – Converting Old Video and DVD to Digital
VIDEO WALLS – Understanding the Basics

OCTOBER
VIDEO GENERAL – Is Financing an Option?
SWITCHERS/SCALERS/CONTENT DELIVERY – Storage and MAM
CAMERAS – 8K: Seriously?
STREAMING – Streaming Technology Update

NOVEMBER
SWITCHERS/SCALERS/CONTENT DELIVERY – Easiest Scalers for Volunteers to Use
CAMERAS – Should You Use a CCU?
SCREENS AND PROJECTION – Edge-Blending and Scaling

DECEMBER (NAMM ISSUE)
CAMERAS – PTZ Cameras and Placement
SCREENS AND PROJECTION – Projectors and Pixel Mapping

TECHNOLOGIES FOR WORSHIP® 2020

E-BLASTS
& Related Services

- Over 9,000 verified opt-in readers verified opt-in readers

- Open rates average 15.9%

- Click-thrus average 5.56%, and are in some cases higher than the industry average

- Social Media send outs via Twitter and Facebook at no extra charge

- E-blast system allows for address seeding

- A/B testing available

- Perfect when launching a new product, announcing a training event or getting the word out about your new website

- TFWM email procedure adheres to all CAN-SPAM and GPDR laws

only **$1500**

HTML FORMAT
- Content can be up to 800 pixels wide. That includes images, text and any formatted charts or tables.
- Please make sure all images are included with active links within the html.
- No JAVA SCRIPT please.

TECHNOLOGIES FOR WORSHIP® 2020

TFWM DOT COM
Online

Updated daily, TFWM.com was designed with both our audience and media partners in mind. Media partners can now load their own product, industry and install news immediately to our site, submit information for our events calendar page, and showcase new products in our featured products and dot com video section. Different banner sizes and placement options allow you to cater your banners to your audience. We also have the ability to target specific pages on our site with your message. In the past year, our readership has averaged 20,200 unique monthly readers and 55,107 monthly page views. Our new social media links mean advertisers can share pages via social media sites including Facebook, Twitter, LinkedIn, Digg, Google + and Pinterest. Maximize your brand awareness on TFWM.com

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LEADERBOARD
(728 X 90)

HALF PAGE BANNER
(300 X 600)

MEDIUM RECTANGLE
(300 X 250)

BANNER PLACEMENT & RATES:

PIXEL SIZE POSTION MONTHLY RATE

728 x 90 px	**'LEADERBOARD'** 3 positions: Top Center, Rotational	**$750**
300 x 600 px	**'HALF PAGE BANNER'** 2 positions: Right Side, Rotational	**$1200**
300 x 250 px	**'MEDIUM RECTANGLE'** 2 positions: Right Side, Rotational	**$1000**

FILE FORMATS:

jpg or gif at resolution of 72 dpi. max file size of 40 kb.

Flash and Java accepted if URL link is embedded*

3 repetitions max. in animations

*Click through reporting not available on JAVA or Flash banners

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www.tfwm.com

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